## Growing your 8(a) Business

### 17<sup>th</sup> Annual JPL/NASA High-Tech Conference

Presented by:

Small Business
Consulting Agency

## **Understanding the Buyer**

- Buyers can not tell you anything that will give you a competitive edge
- Many times buyers and others mislead salespeople by not giving exact or complete information

- Buyers like to buy; they do not like to be sold
- Buyers like to buy from people they are comfortable with and who are like them

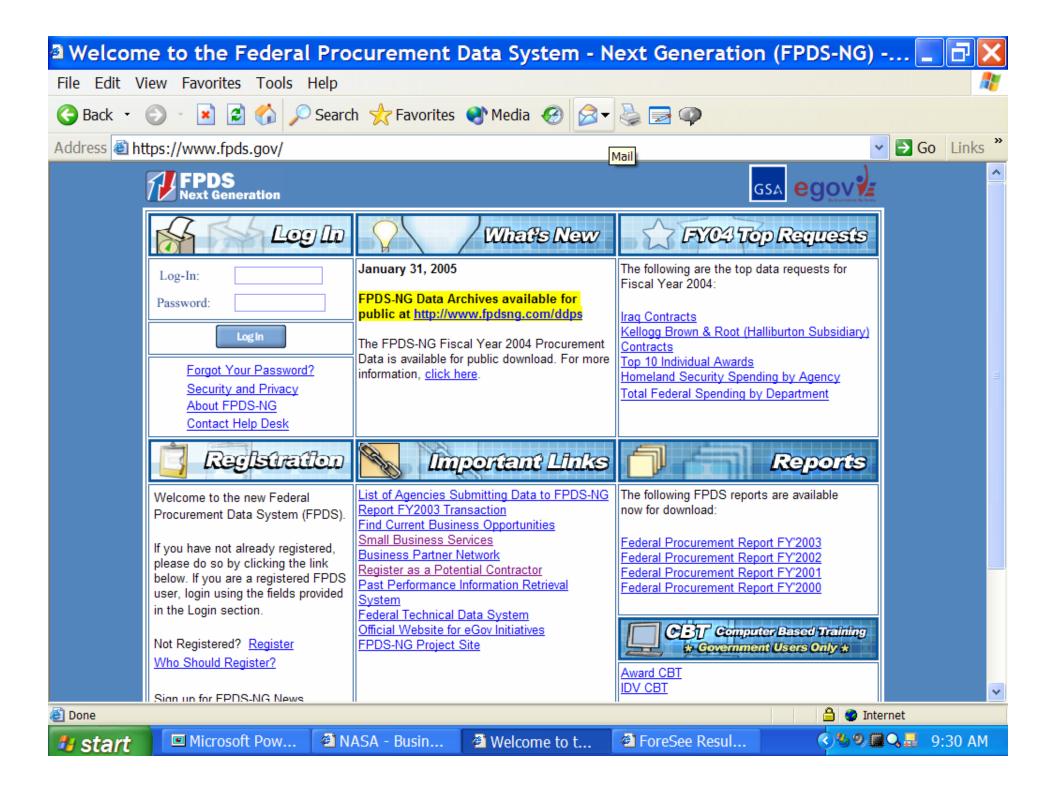
- •Salespeople must develop questioning skills
- in order to discover why their features and benefits
- will be the solution to a buyer's problem

### What Are The Goals For 8(a)'s

- As an 8(a) vendor to the Federal government you are expected to
- NAICS Code generating highest 8(a) sales
- Which Executive Departments have low % goals
- Which Executive Departments have high % goals
- Other agencies with high goals

## Finding Work From Old RFP's

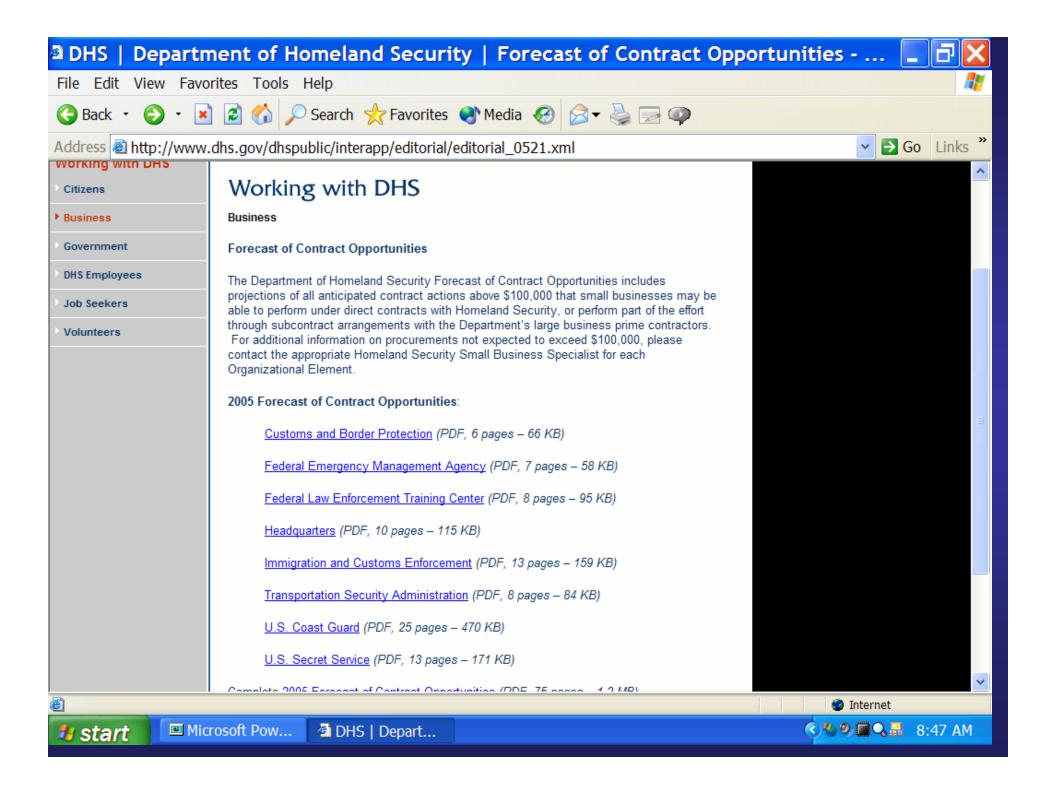
- Search by NAICS Code
- Search by Agency
- Special Searches



# **Homeland Security Data**

- Prime Contractors
- Small Business Liaison Officers
- Making Contact





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- Dryden Flight Research
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- Glenn Research Center
- Goddard Space Flight Center
- Jet Propulsion Laboratory

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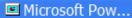


02.17.05 Lightning Triggers Earthly Gamma-Ray Bursts

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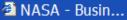


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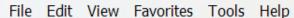




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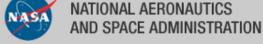












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Throughout NASA's history the Agency has remained the world's preeminent organization for snace and aeronautics

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#### Ames Research Center

Ames Research Center specializes in research geared towards creating new knowledge and new technologies that span the spectrum of NASA interests.

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The mission of the Goddard Space Flight Center is to

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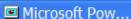
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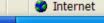
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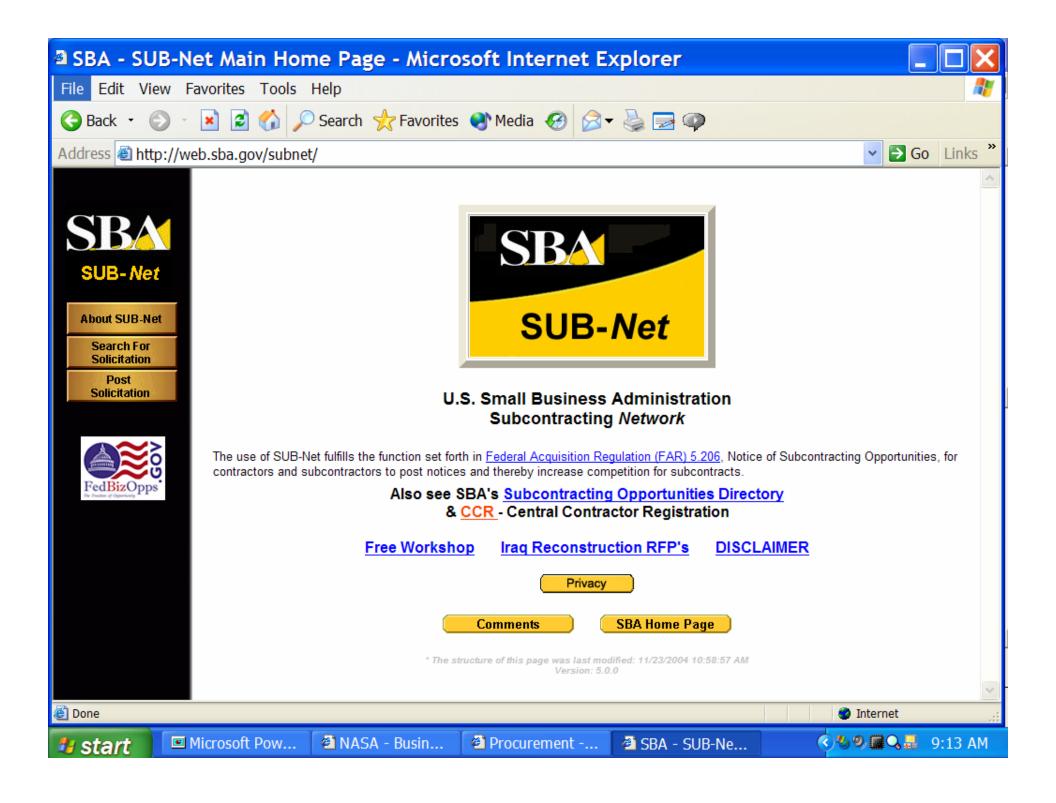


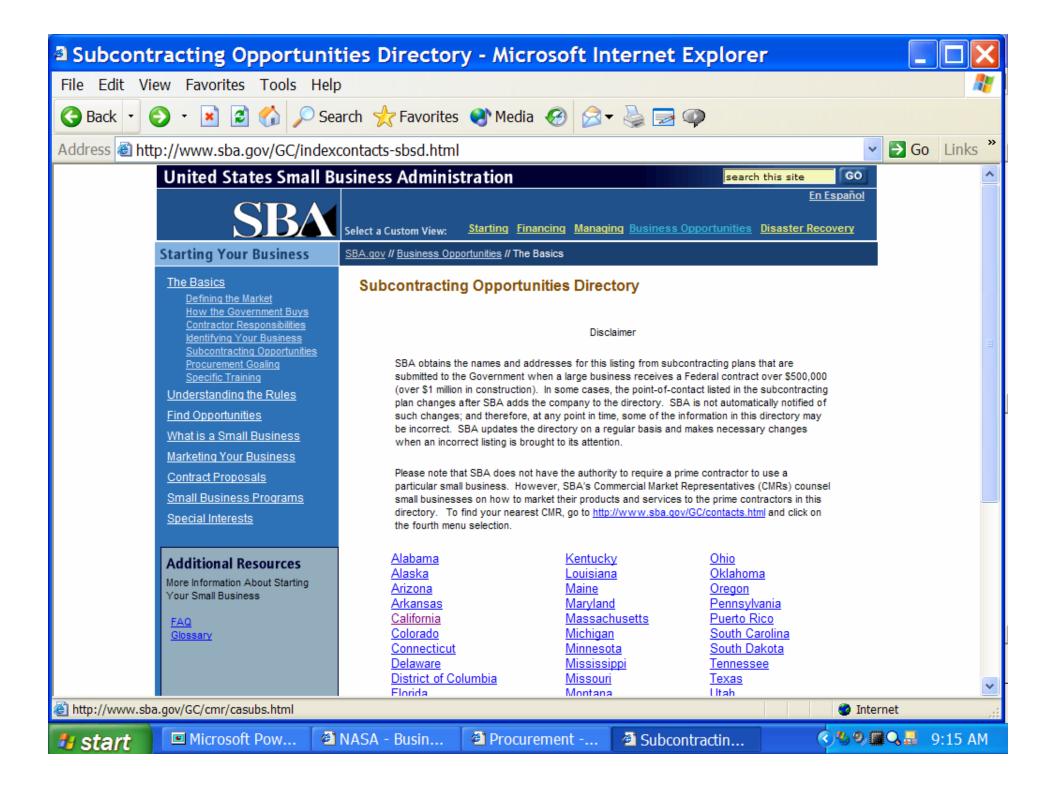




### What About SUB-Net

- Using your SDB Certification
- Prime Contractors by State
- Researching Prime Contractors
- Set up a plan





# Government Budget For Market Research

- How to find the government budget
- When to look for the government budget
- What to look for in the government budget
- How to pick a target

### **Partnering For Larger Contracts**

- Complementary partners
- Overflow partners
- Partner programs

# Documentation You Need To Play In The Game

- Capability
   Statement
- Business and other Insurance
- Profit and Loss with Balance Sheet
- Web Page
- Email etiquette

- Accepting Credit
   Cards
- References
- Special licenses and training
- Bonding (if applicable)

# **Dealing With The Buyer**

- Buyer ROI
- Why buyers do not want to see you
- Having today's solution to tomorrow's problems.



- Please fill out the evaluation forms
- Half-Day program on March 24, 2005
- Our Web Page www.1sbca.com
- Call Grace at 909-594-4491